

Amendments to the Specification

On page 4, line 8, please amend the heading “Disclosure of the Invention” and insert:

Summary

Please amend the paragraph on page 11, lines 11-19 as follows:

In Equation 1, W_{ij} is a scale factor for the modality j of the contents i . In order to combine different modalities into a single model as proposed by Equation 1, the content author or provider automatically or manually allocates a proper scale factor W_{ij} to each of the modalities, so that the content values for different ~~formalities~~ modalities must reflect the relative importance thereof, and have common measurement units for common content values.